

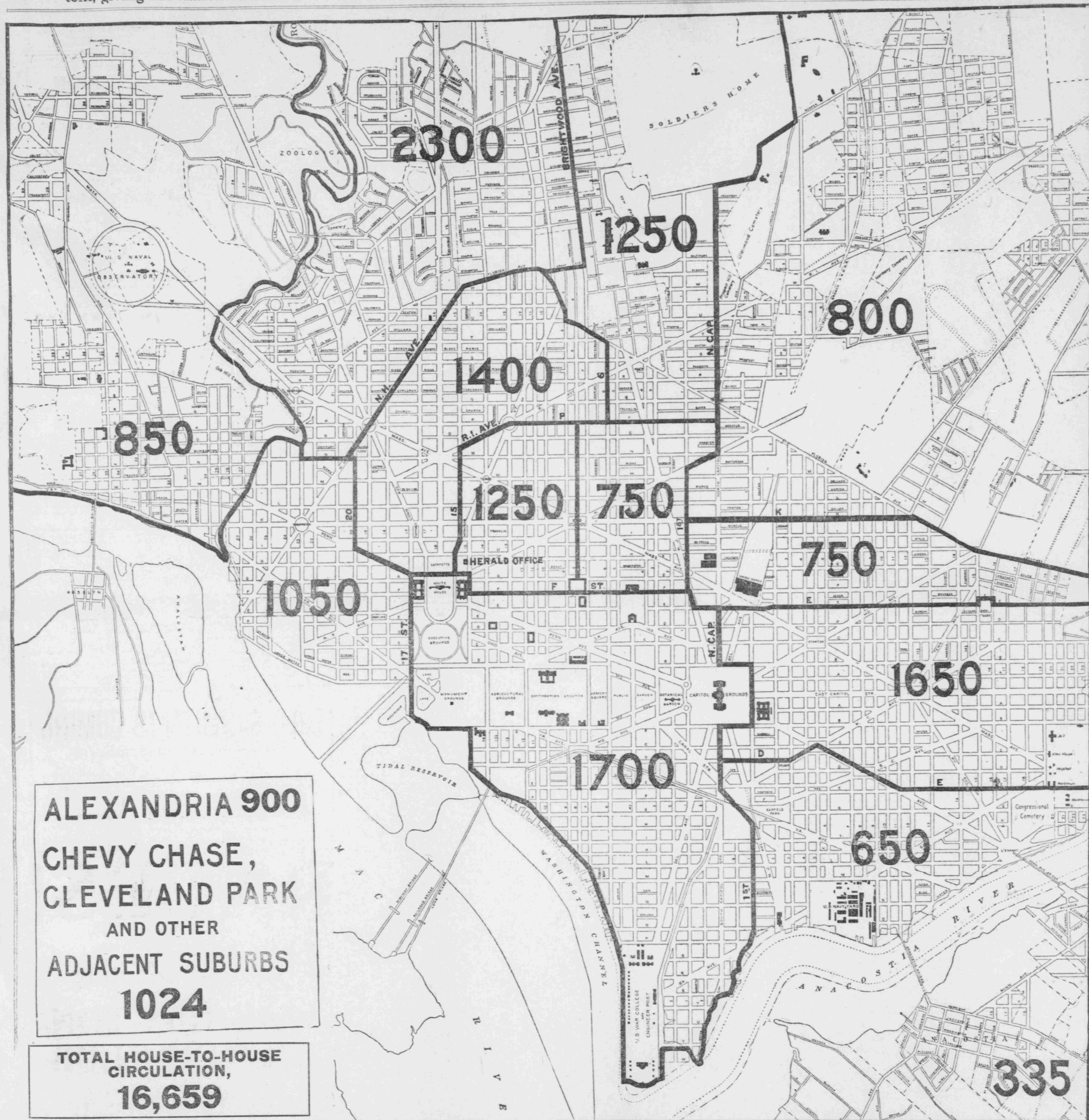
THE WASHINGTON HERALD

ONE CENT DAILY.

A PAPER WITH NO AXES TO GRIND.

THREE CENTS SUNDAY.

THIS NEWSPAPER on Saturday printed, sold, and circulated **28,790** copies. Of this number **22,919** copies went into the hands of Washingtonians. The average daily circulation for the week, all issues included, was **26,686**. The accompanying map shows the distribution of the house-to-house delivery circulation. This is the circulation that counts for the advertiser. **THE HERALD** has a complete card-index system, giving the names and addresses of all its subscribers. This list is growing every day. The circulation records are open to the advertiser.



THIS IS THE CIRCULATION OF THE HERALD TO-DAY—AND IT IS ONLY SEVEN WEEKS OLD.

ADVERTISING AND CIRCULATION.

Advertising patrons of The Washington Herald are getting good value for their money—better value than a morning newspaper here ever gave before. All of them will tell you so. A paper that has such a large local circulation—a circulation combining quality and quantity—is bound to bring immediate results to the advertiser. It is the home circulation that counts. The Washington Herald has been a home newspaper from its first issue. Go into any part of Washington, or to the suburbs, and you will find this paper in evidence every morning in the week. Only seven weeks old, already it is the people's paper—the paper Washingtonians read, and read approvingly. Its circulation is growing steadily. The chief problem since October 8 has been to get it into the homes and hands of all the Washington people who are eager for it. This problem now is practically solved. The delivery system throughout the city is working smoothly—save in a few localities. The promise was made that this paper would be delivered regularly and at an early hour, and the promise will be faithfully kept. Prompt complaint about every delinquency is the most effective way to secure perfect service, and The Herald once more urges its friends to make such complaints. Keep the telephone number in mind. It is easy to remember. Main 3300.

Another point about advertising: The Washington Herald's rates, considering the present size of its circulation and the assured fact that it will soon be thousands more, are low—not the lowest, but fair, and uniform, and honest. This newspaper is doing business with business people on business principles. They know just what they are getting in the way of publicity. They know, too, that there is not one price for one patron and a lower or a higher price for another patron for precisely the same kind and quantity of advertising. Even the merchants who are not yet advertising in The Washington Herald—but who are going to—commend its policy. It is the policy upon which they have built up their business; the only policy that makes for legitimate and lasting success in any business. There is no need to say again that this paper's advertising columns are clean, and are going to be kept clean. All Washington understands that.

SWORN STATEMENT.

I, J. HARRY CUNNINGHAM, Auditor of The Washington Herald Company, do solemnly swear that the figures and statement printed herewith are correct, to the best of my knowledge and belief.

J. HARRY CUNNINGHAM, Auditor.

Sworn and subscribed to before me this twenty-sixth day of November, A. D. 1906.

(Seal) PAUL F. CAIN,

Notary Public.